CLAIMS

1.   (Previously Presented) A method in a computer system for generating transaction price data for an item, the method comprising:

   providing an item classification/attribute mapping data structure that maps item classifications to attributes, each item classification mapping to a set of attributes specific to that item classification;

   receiving a selection of an item classification;

   identifying the set of attributes specific to the selected item classification by retrieving the set of attributes from the item classification/attribute mapping data structure;

   providing a display of an indication of the identified attributes;

   receiving an input value for at least one attribute within the set of identified attributes;

   retrieving records of transactions for items that are classified within the selected item classification and that match the received input value of the one or more identified attributes; and

   analyzing the retrieved records to generate transaction price data for the item.

2.   (Original) The method of claim 1 wherein the transaction price data includes a suggested bid price in an auction for an item.

3.   (Original) The method of claim 1 wherein the records of transactions include records for both fixed-price sale and auction transactions.

4.   (Previously Presented) The method of claim 1 wherein one of the attributes within the set of attributes relates to duration of a transaction.

5.   (Original) The method of claim 1 including receiving a specification of attributes to serve as x and y coordinates for a graph of the transaction price data.

6.   (Original) The method of claim 1 wherein the receiving of the selection of an item classification includes browsing through a browse category organization.

7.   (Previously Presented) The method of claim 1 wherein the receiving of the selection of an item classification includes receiving a specification of keywords and identifying an item classification that matches the specified keywords.

8.   (Original) The method of claim 1 wherein the receiving of the selection of an item classification includes browsing through an item classification organization.

9.   (Original) The method of claim 1 wherein the selected item classification is not a leaf classification of an item classification hierarchy.

10.   (Previously Presented) The method of claim 1 wherein the selected item classification is within a non–hierarchical item classification organization.

11-61. (Cancelled)

62.   (Previously Presented) A method in a computer system for generating transaction price data for an item, the method comprising:

> providing an item classification/attribute mapping data structure that maps item classifications to attributes, each item classification mapping to a set of attributes specific to that item classification;
>
> receiving from a user a selection of an item classification;
>
> based on a mapping of the selected item classification to a condition attribute associated with the selected item classification, providing to the user an indication of the condition attribute;
>
> receiving from the user a specification of a condition value associated with the item;
>
> retrieving records of transactions for items that are classified within the selected item classification and that match the received condition value; and

analyzing the retrieved records to generate transaction price data for the item.

63.   (Previously Presented) The method of claim 62 wherein the item is offered for sale in an auction.

64.   (Previously Presented) The method of claim 62 wherein the item is offered for sale in a fixed price transaction.

65.   (Previously Presented) The method of claim 62 wherein the item is not new.

66.   (Previously Presented) The method of claim 62 wherein the item is used.

67.   (Previously Presented) The method of claim 62 including suggesting to the user a price based on the generated transaction price data.

68.   (Previously Presented) A method in a computer system for generating transaction price data for an item, the method comprising:

    providing an item classification/attribute mapping data structure that maps item classifications to attributes, each item classification mapping to a set of attributes specific to that item classification;

    receiving from a seller a selection of an item classification for an item offered for sale and a specification of a condition value for the item, wherein condition is an attribute that maps to the selected item classification;

    retrieving records of transactions for items that are classified within the selected item classification and that have condition values that match the specified condition value; and

    analyzing the retrieved records to generate transaction price data for the item.

69.   (Previously Presented) The method of claim 68 wherein the specified condition value is excellent.

70. (Previously Presented) The method of claim 68 wherein the specified condition value is fair.

71. (Previously Presented) The method of claim 68 wherein the specified condition value is good.